### COURSES LECTURED IN ENGLISH

**First cycle (Licenciatura)**

<table>
<thead>
<tr>
<th>Course unit</th>
<th>CODE</th>
<th>Scientific area</th>
<th>semester</th>
<th>ECTS</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Strategy</td>
<td>01010096</td>
<td>GES/Management</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Contemporary China</td>
<td>02031457</td>
<td>RI/International Relations</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Corporate Social Responsibility and Business Ethics</td>
<td>01010120</td>
<td>GES/Management</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Data Manipulation and Statistical Operations with R</td>
<td>01009093</td>
<td>ECO/Economics</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>English for Business Studies</td>
<td>(i)</td>
<td>GES/Management</td>
<td>1</td>
<td>6</td>
<td>NOT AVAILABLE FOR MOBILITY STUDENTS</td>
</tr>
<tr>
<td>International Corporate Taxation</td>
<td>01010085</td>
<td>GES/Management</td>
<td>1</td>
<td>6</td>
<td>Previous knowledge (COMPULSORY): Financial Accounting</td>
</tr>
<tr>
<td>International Water Politics</td>
<td>01015823</td>
<td>RI/International Relations</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Looking East: EU instruments and Policies</td>
<td>01016073</td>
<td>RI/International Relations</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Marketing Management</td>
<td>01010131</td>
<td>GES/Management</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Relationship Marketing</td>
<td>01010158</td>
<td>GES/Management</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Transport Economics</td>
<td>01014627</td>
<td>ECO/Economics</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Contemporary Humanitarian Action</td>
<td>01016307</td>
<td>RI/International Relations</td>
<td>2</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Corporate Social Responsibility and Business Ethics</td>
<td>01010120</td>
<td>GES/Management</td>
<td>2</td>
<td>6</td>
<td>NEW</td>
</tr>
<tr>
<td>Economic Controversies</td>
<td>01016084</td>
<td>ECO/Economics</td>
<td>2</td>
<td>6</td>
<td>NEW</td>
</tr>
<tr>
<td>Economic Policy (**)</td>
<td>01621703</td>
<td>ECO/Economics</td>
<td>2</td>
<td>6</td>
<td>ONE class lectured in English</td>
</tr>
<tr>
<td>Interpretivists International Relations</td>
<td>NEW 01016445</td>
<td>RI/International Relations</td>
<td>2</td>
<td>6</td>
<td>NEW</td>
</tr>
<tr>
<td>Introduction to American Politics</td>
<td>NEW 01016461</td>
<td>RI/International Relations</td>
<td>2</td>
<td>6</td>
<td>NEW</td>
</tr>
<tr>
<td>Management and People</td>
<td>01010103</td>
<td>GES/Management</td>
<td>2</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Mobility and Global Migrations</td>
<td>NEW 01016428</td>
<td>SOC/Sociology</td>
<td>2</td>
<td>6</td>
<td>NEW</td>
</tr>
<tr>
<td>Politics, Literature and Film</td>
<td>01016329</td>
<td>RI/International Relations</td>
<td>2</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Public Economics</td>
<td>01007073</td>
<td>ECO/Economics</td>
<td>2</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>The Politics of Rage</td>
<td>NEW 01016450</td>
<td>RI/International Relations</td>
<td>2</td>
<td>6</td>
<td>NEW</td>
</tr>
</tbody>
</table>
Business Strategy

Code: 01010096
Scientific Area: Management
ECTS: 6.0
Duration: First Semester
Recommended Prerequisites: NA

Syllabus:
1. INTRODUCTION

2. STRATEGIC ANALYSIS
2.1 Mission, Vision and Strategy
2.2 External Strategic Analysis
2.3 Internal Strategic Analysis
2.4 SWOT, Strategic Creativity and Business Competitiveness

3. COMPETITIVE STRATEGIES
3.1 The Competitive Strategies
3.2 The Competitive Advantage
3.3 Generic Strategies and Sources of Advantages

4. INTEGRATION STRATEGIES
4.1 The Integration Strategies

5. INTERNATIONALIZATION STRATEGIES
5.1 Motivations to Internationalization
5.2 Internationalization Models
5.3 Internationalization Strategies

6. DIVERSIFICATION STRATEGY
6.1 The Diversification Strategies
6.2 Portfolio Planning

7. DEVELOPMENT STRATEGIES
7.1 The Development Strategies
7.2 Development strategies and Strategic Management
7.3 Mergers and Acquisitions
7.4 Strategic Alliances

8. ORGANIZATIONAL STRUCTURE AND STRATEGY
8.1 Structure and Strategy
8.2 Types of Structure

9. MANAGEMENT POLICY AND STRATEGIC CONTROL

Contemporary China

Code: 02031457
Scientific Area: International Relations
ECTS: 6.0
Duration: First Semester
Recommended Prerequisites: Knowledge of English language.

Syllabus:
I - The historical and cultural background to contemporary China

II - The evolution of the People’s Republic of China

III - Domestic characterization of the People’s Republic of China
   1. Organization of the party-state
   2. Economic development model
3. Society: migration; contradictions between rural-urban and interior-coastal regions; the importance of the middle class; the silent revolution and the role of Information Technology
4. Separatist problems: Tibet and Xinjiang
5. Concepts of human rights
6. National reunification policy: Hong Kong, Macau and the Taiwan issue
7. Military strategy

IV - The Chinese Foreign Policy
1. Decision-making process
2. Domestic constraints
3. Diplomatic characteristics and negotiation tactics
4. Main partners and interest areas

V - China and Globalization
1. China in world politics: “lucrative” multilateralism; bilateral relations with other actors
2. Economy in transition: “pragmatic” communism and market socialism; membership of the WTO
3. Foreign Direct Investment
4. Financial system and state capitalism
5. Chinese business culture

---

**Corporate Social Responsibility and Business Ethics**

**Code:** 01010120  
**Scientific Area:** Management  
**ECTS:** 6.0  
**Duration:** First and Second Semesters  
**Recommended Prerequisites:** NA
Syllabus:
1. Historical context of Corporate Social Responsibility (CSR)
2. Concepts and objectives of CSR
3. The process of the development of CSR
4. The role of stakeholders and shareholders and potential conflicts of interests among stakeholders
5. Institutional initiatives and international guidelines - Ethical Responsibilities in practice
6. Business Ethics Issues and Environmental Justice
7. Critical Perspectives on CSR
8. Controversies surrounding Social Responsibility practices

Data Manipulation and Statistical Operations with R

Code: 01009093
Scientific Area: Economics
ECTS: 6.0
Duration: First Semester
Recommended Prerequisites: NA

Syllabus:
1. An overview of the background and features of the R statistical programming system

2. How to start: installation on Windows, Linux and MacOs, customizing the startup environment, graphic user interfaces and updating

3. Introduction to R commands. Creation and use of scripts, saving data and results. Extending R through packages

4. Creating a dataset, import and export external data
5. Introduction to basic graphs. Creation, editing and storing graphics

6. Data management and data manipulation with logical operators

7. Basic statistics and hypothesis testing

8. Simple and multiple linear regression

9. Basic programming: conditional statements, looping operations, vector operations and functions

10. Intermediate graphs

11. Sampling, resampling and bootstrapping

12. Principal components and factor analysis

13. The manipulation of big data

**International Corporate Taxation**

*Code:* 01010085

*Scientific Area:* Management

*ECTS:* 6.0

*Duration:* First Semester

*Recommended Prerequisites:* Accounting; English

*Syllabus:*

a. Introduction

b. The problem of international double taxation of income in corporation management
c. Methods to avoid double taxation

d. Double taxation agreements (DTA) based on the OECD model

e. International tax planning and anti-abuse clauses

f. Transfer pricing

g. The taxation of international groups and dividend repatriation

h. The CCCTB and EU tax harmonization

i. Case studies

**International Water Politics**

*Code:* 01015823

*Scientific Area:* International Relations

*ECTS:* 6.0

*Duration:* First Semester

*Recommended Prerequisites:* Knowledge of English as the main bibliographical references supporting this curricular unit are in English and the classes are taught in English.

**Syllabus:**

This course presents and discusses theoretical debates which cross-cut several areas of study, but which have a direct impact on international water politics. These debates include the analysis of national and international water governance models, highlighting issues of sovereignty, security, development aid and marketization. The questions associated to the different debates will be illustrated with specific cases.

**Looking East: EU Instruments and Policies**

*Code:* 01016073

*Scientific Area:* International Relations

*ECTS:* 6.0

*Duration:* First Semester
Recommended Prerequisites: Knowledge of English as the curricular unit working language is English

**Syllabus:**
1. EU dynamics of integration and enlargement and the development of relations with the EU’s eastern neighborhood
2. Issues: political and security triangulation in EU-Russia-EaP countries relations
3. New agents: business, civil society, parliamentary cooperation
4. Possibilities and limits to the development of the Eastern Partnership agenda: from decision-making to implementation
5. Challenges ahead

---

**Marketing Management**

**Code:** 01010131

**Scientific Area:** Management

**ECTS:** 6.0

**Duration:** First Semester

**Recommended Prerequisites:** NA

**Syllabus:**

THE MARKETING CONCEPT

THE MARKETING ENVIRONMENT
The stakeholder’s role
New trends in markets and marketing

WATCHING MARKETS
What is a market?
Factors influencing markets evolution
ANALYSING BUYING BEHAVIOUR
The determinants of customer behavior
The buying decision process

MARKETING INTELLIGENCE
What is a MIS
Types of MIS

THE SEGMENTATION PROCESS
Reasons for segmenting
The segmentation process
The segmentation criteria
Defining targets

THE MARKETING POSITIONING
The concept of positioning
Positioning tools

THE PRODUCT POLICY
The concept of product in marketing
The product life cycle

THE PLACEMENT POLICY
The distribution process and distribution channels
Managing distribution channels

THE PRICING POLICY
The role of price in the marketing strategy
Pricing strategies for new products

THE COMMUNICATION POLICY
Communication and its instruments
Communication below-the-line

ORGANIZING AND CONTROLLING MARKETING ACTIVITIES
The marketing department’s functions
Controlling marketing activities

**Relationship Marketing**

**Code:** 01010158  
**Scientific Area:** Management  
**ECTS:** 6.0  
**Duration:** First Semester  
**Recommended Prerequisites:** NA

**Syllabus:**

I. From a transactional marketing to a relationship marketing • The essence of loyalty • Costumers rotation costs • The benefits of loyalty • The meaning of loyalty

II. Sources of value for customers

III. Relationship marketing according its recipients: • B2B • B2C • Services

IV. Managing relationships

V. The CRM Role

VI. The conquest for loyalty • How to be nearer to the clients • Creativity at the loyalty service • Experiential Marketing

VII. Towards a Marketing 3.0

**Transport Economics**

**Code:** 01014627
Scientific Area: Economics  
ECTS: 6.0  
Duration: First Semester  
Recommended Prerequisites: Microeconomics II; Industrial Organization; Public Economics

Syllabus:  
1- Introduction and definition of Transport Economics; importance of the sector in the economy.

2- Analysis of transport markets:  
- passengers by road, both individual and collective;  
- passenger by rail;  
- urban passenger, referring Coimbra;  
- freight, by road and rail;  
- air;  
- shipping (by sea) of goods.

3- The mutual influence of transport on the location of people and activities; location models; externalities in cities.

4- Transport costs: for the user; with infrastructure; external and for operators.

5- The transport demand: the time constraint; the generalized cost; modeling.

6- Organization of supply and public intervention ¬ motivations, limits.

7- Optimum public choice; the general interest and welfare; private financing.

8- Choices in transportation projects.

9- Correcting externalities: traffic and pollution.
Contemporary Humanitarian Action

Code: 01016307
Scientific Area: International Relations
ECTS: 6.0
Duration: Second Semester
Recommended Prerequisites: General knowledge about contemporary international politics; Dominion of the English language; knowledge about academic writing.

Syllabus:
I. Classic Humanitarian Action
   1.1 Actors
   1.2 Principles
   1.3 Legal framework

II. Contemporary humanitarian action
   2.1 New conflicts/complex emergencies
   2.2 New humanitarianism: dilemmas ( politicization, militarization...)
   2.3 New actors
   2.4 Case-studies

III. Contemporary debates

IV. Humanitarian action in the EU

V. The nexus humanitarianism - development - security

VI. The humanitarian reform (2005) and the World Humanitarian Summit (2016)
Economic Controversies

Code: 01016084
Scientific Area: Economics
ECTS: 6.0
Duration: Second Semester
Recommended Prerequisites: Previous attendance of an introductory course in economics is recommended.

Syllabus:

II. Controversies on the foundations of economics.
A. The science/policy distinction, economic expertise and the role of the economist.
B. Value judgments in economics. Economics as engineering vs. economics as a moral science.
C. Economics, the economic approach to human behavior and interdisciplinary.
D. Value, economic calculation and languages of valuation.
   - The historical origins of the debate.
   - Contemporary views on the incommensurability of values.
E. Economic modeling and mathematical formalism.

III. Contending perspectives on the role of the state in the economy

Economic Policy (one class lectured in English language)

Code: 01621703
Scientific Area: Economics
ECTS: 6.0
Duration: Second Semester

Recommended Prerequisites: Microeconomics I, II, Macroeconomics I, II; Calculus I, II; Statistics and Econometrics; Monetary and Financial Economics; Public Economics; Economic Growth and Development; English knowledge.

Syllabus:

I. Foundations of Economic Policy
I.1. Individual decisions, efficient outcomes and the rationale for government intervention.
I.2. Powers and actors in economic policy
I.3. A brief story of economic policy

II. Principles of Economic Policy
II.1 A synthetic analysis of economic policy
II.2. The institutional framework of economic policy
II.3. Economic policy constraints
II.4. Conducting economic policy
II.5. Economic policy approach through objectives

III. Macroeconomic Stabilization Policies
III.1. Principles of monetary policy
III.2. Principles of budgetary policy
III.3. Principles of exchange rate policy

IV. Growth Policies
IV.1. Principles of infrastructure policy
IV.2. Principles of education policy
IV.3. Principles of R&D policy

**Interpretivists International Relations**

**Code:** 01016445  
**Scientific Area:** International Relations  
**ECTS:** 6.0  
**Duration:** Second Semester

**Syllabus:**

Part I: Hermeneutics  
1. Introduction: The art of interpretation and hermeneutics  
2. Phenomenology and Hermeneutics: why interpret?  
3. Connections amid interpretation, understanding and explanation  
4. The problem of narrative  
5. Classic authors of hermeneutics and the thought of Hans-Georg Gadamer

Part II: Applying Hermeneutics  
1. Interpreting space in international relations  
2. Temporality and its implications in international relations  
3. Language and Metaphors in international relations  
4. The act of ascription in international relations  
5. Reflexive methodology  
6. Ethical reflexivity in international relations

---

**Introduction to American Politics**

**Code:** 01016461  
**Scientific Area:** International Relations  
**ECTS:** 6.0  
**Duration:** Second Semester

**Syllabus:**

1. Appetizers (Desmond, Evicted, all);
2. Political Economy (Greenberg and Page, The Struggle for Democracy, Ch.4,7 and Fiscalship.org);
3. Ideology and Political Participation (Greenberg and Page, ch.2);
4. Constitution (Dahl, How Democratic is the American Constitution?, all);
5. Parties and Elections (Greenberg and Page, Ch.9,10);
6. Presidency (Greenberg and Page, Ch 12,13);
7. Congress (Greenberg and Page, Ch.11 Mann and Ornstein, It's Even Worse Than It Was, all);
8. Judiciary (Greenberg and Page, Ch.14);
9. Social Policy (Greenberg and Page, Ch.17);
10. Foreign Policy (Greenberg and Page, Ch.18).

Management and People
Code: 01010103
Scientific Area: Management
ECTS: 6.0
Duration: Second Semester
Recommended Prerequisites: Reading knowledge and understanding of English.

Syllabus:
(1) The changing local and global contexts of people management.

(2) Integrating strategic vision and line management.

(3) Significant differences in people management between Fordist-Weberian and Post Fordist paradigms.


(5) Policy and practice of management concerning: (a) ability and skills: recruitment and selection; training and development; (b) motivation: performance appraisal; financial rewards; feedback; (c) opportunities for
participation: job design; and communication; (d) identification: internal promotion; job security and psychological contract.

(6) In terms of outcomes it covers: (a) change in attitudes to organizational commitment, work satisfaction, perceived procedural and distributive justice, and work-life balance; (b) behavioral implications on effort, sense of organizational citizenship, and stay or quit intentions.

---

Mobility and Global Migrations

Code: 01016428
Scientific Area: Sociology
ECTS: 6.0
Duration: Second Semester

Syllabus:

1. Why Study Migration?
3. History of Migration
4. How immigrants affect their communities, the labor market and how does this translate into politics?
5. The politics of immigrants in the labor market
6. Firms and Immigration. How do business perceive immigration? How has this changed over time?
7. The politics of immigrants and welfare
8. Regulating Immigration: Family reunification or Skill Based Systems; Citizenship and Rights
9. Why do states allow people to leave?
10. Brain Drain. How does the migration of high-skilled workers affect the states they came from?
11. Remittances. How do they affect the sending community back home?
12. How migration affects trade, investment and foreign aid
13. International Cooperation on Migration
14. What Causes Refugee flows? What are the differences between IDPs and international refugees? Where are there major refugee flows?
15. Refugee and Asylum: Definitions and History
16. The politics of refugee and asylum policy

**Politics, Literature and Film**

**Code:** 01016329  
**Scientific Area:** International Relations  
**ECTS:** 6.0  
**Duration:** Second Semester  
**Recommended Prerequisites:** Basic notions of international politics. Good English skills. Knowledge of techniques and styles of academic writing.

**Syllabus:**
1. The intersection between Politics, Literature and Film  
2. Analyzing textual and visual works: reflections on narrative and critique  
3. Discussion of various fictional works (from different times and different societies) [chosen each academic year]

**Public Economics (one class lectured in English language)**

**Code:** 01007073  
**Scientific Area:** Economics  
**ECTS:** 6.0  
**Duration:** Second Semester  
**Recommended Prerequisites:** A good knowledge of microeconomic concepts and tools is recommended.

**Syllabus:**
I - Introduction  
   1.1 - Public action in the economy  
   1.2 - The relevance of the public sector: an international overview
II - Economic rationales for public action: market failures and failures of market outcomes

II.1 - Market failures: the conventional and the institutionalist political economy perspectives

II.2 - Externalities, social costs and the environment
II.3 - Public goods and public provision
II.4 - Information, uncertainty and social insurance
II.5 - Social justice and the rationales for income redistribution

III - Collective choices and government failures

III.1 - Public mechanisms for allocating resources
III.2 - The “public interest” model and the “public choice” model of public action
III.3 - Government failures

IV - Taxation systems

The Politics of Rage

Code: 01016450
Scientific Area: International Relations
ECTS: 6.0
Duration: Second Semester

Syllabus:

1. Populism: An early history
2. Populism today
3. The silent majority
4. The Tea Party
5. Research designs due
6. Empathy or apologist?
7. Meetings on research design
8. What liberals need to learn about white workers
9. Trump and the Guardrails of American Democracy
10. Europe in the rear view mirror
11. Research paper presentations
12. Conclusions